



WKMG

# ORDER

Print Date 08/30/12

Page 1 of 4

Flight Dates 10/02/12-10/08/12

Contract / Revision 254371 /

Original Date / Revision  
07/16/12 08/28/12

Advertiser ISS/SEIU Cope

Agency Waterfront Strategies

Buying Contact

1010 Wisconsin Avenue NW  
Suite 800  
Washington, DC 20007

Product  
HOUSE MAJOR PAC SEIU

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue NW  
Suite 800  
Washington, DC 20007

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1439

Alt Order # 06237121

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue

Priority P-3

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 94265

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	93	\$80,125.25	\$94,265.00	0.00	10/01/12	10/08/12	93	\$80,125.25	\$94,265.00
Totals	93	\$80,125.25	\$94,265.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	10/02/12	10/08/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWTF--	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					2	\$1,800.00		0.00			
E 2	WKMG	10/02/12	10/08/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	5	\$800.00	P-3	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					5	\$800.00		0.00			
E 3	WKMG	10/02/12	10/08/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	MTWTF--	:30	6	\$800.00	P-3	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					6	\$800.00		0.00			
E 4	WKMG	10/02/12	10/08/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MTWTF--	:30	5	\$650.00	P-3	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WKMG

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Page 2 of 4

Contract / Revision

254371

Flight Dates 10/02/12-10/08/12

Hiatus Dates

Original Date / Revision 07/16/12/ 08/28/12

Order Sep 00:15:00

Advertiser ISS/SEIU Cope

Product HOUSE MAJOR PAC SEIU Estimate # 1439

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKMG	10/02/12	10/08/12	Local 6 News 12-1230p CM Local 6 News 12-1230p		12-1230p	MTWTF--	:30	5	\$650.00	P-3	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$650.00		0.00			
E 5	WKMG	10/02/12	10/08/12	3-4p Nate/Doctors 9/10 CM Nate Berkus		3-4p	MTWTF--	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$350.00		0.00			
E 6	WKMG	10/02/12	10/08/12	4-430p Extra CM Extra		4-430p	MTWTF--	:30	4	\$475.00	P-3	0.00	NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					4	\$475.00		0.00			
E 7	WKMG	10/02/12	10/08/12	430-5p Inside Edition CM Inside Edition		430-5P	MTWTF--	:30	5	\$475.00	P-3	0.00	NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$475.00		0.00			
E 8	WKMG	10/02/12	10/08/12	Morn News at 5a CM Morn News at 5a		5-530a	MTWTF--	:30	5	\$325.00	P-3	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$325.00		0.00			
E 9	WKMG	10/02/12	10/08/12	News at 5p CM News at 5p		5-530p	MTWTF--	:30	5	\$650.00	P-3	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$650.00		0.00			
E 10	WKMG	10/02/12	10/08/12	Morn News at 530a CM Morn News at 530a		530-6a	MTWTF--	:30	4	\$375.00	P-3	0.00	NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					4	\$375.00		0.00			
E 11	WKMG	10/02/12	10/08/12	530-6p The Insider CM Insider		530p-6p	MTWTF--	:30	5	\$575.00	P-3	0.00	NM	5	\$2,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$575.00		0.00			
E 12	WKMG	10/02/12	10/08/12	News at 6p CM News at 6p		6-630p	MTWTF--	:30	6	\$900.00	P-3	0.00	NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					6	\$900.00		0.00			
E 13	WKMG	10/02/12	10/08/12	Morn News at 6a CM Morn News at 6a		6-7a	MTWTF--	:30	5	\$475.00	P-3	0.00	NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$475.00		0.00			
E 14	WKMG	10/02/12	10/08/12	News at 7p CM News at 7p		7-7:30p	MTWTF--	:30	3	\$1,000.00	P-3	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					3	\$1,000.00		0.00			
E 15	WKMG	10/02/12	10/08/12	CBS This Morning CM The Early Show		7-9a	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$400.00		0.00			
E 16	WKMG	10/02/12	10/08/12	M-F 7:30-8p Inside Ed CM Inside Edition		730-8p	MTWTF--	:30	4	\$1,100.00	P-3	0.00	NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					4	\$1,100.00		0.00			



WKMG

Print Date: 08/30/12

Page 3 of 4

Contract / Revision

254371

Flight Dates 10/02/12-10/08/12

Hiatus Dates

Original Date / Revision 07/16/12/ 08/28/12

Order Sep 00:15:00

Advertiser ISS/SEIU Cope

Product HOUSE MAJOR PAC SEIU Estimate # 1439

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WKMG	10/02/12	10/08/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	MTWTF--	:30	4	\$1,100.00	P-3	0.00	NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	MTWTF--	4		\$1,100.00		0.00						
E 17	WKMG	10/02/12	10/08/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	MTWTF--	:30	5	\$325.00	P-3	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	MTWTF--	5		\$325.00		0.00						
E 18	WKMG	10/05/12	10/05/12	Fri Prime 10p Blue Bloods	CM	10-11p	----1--	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	----1--	1		\$4,500.00		0.00						
E 19	WKMG	10/05/12	10/05/12	Fri Prime 8p CSI:NY	CM	8-9p	----1--	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	----1--	1		\$2,500.00		0.00						
E 20	WKMG	10/05/12	10/05/12	Fri Prime 9p Made in Jersey	CM	9-10p	----1--	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	----1--	1		\$3,500.00		0.00						
E 21	WKMG	10/06/12	10/06/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	:30	1	\$800.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----1-	1		\$800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WKMG	10/01/12-10/07/12		Sat 6p News	6-630p		-----Sa--	:30	(\$800.00)		0.00	NM			
See MG 21.2,21.3 [No show due to NCAA Football]															
2	WKMG	10/02/12-10/07/12		CBS This Morning	7-9a		-TWThF----	:30	\$400.00		0.00	NM			
Ⓜ MG for 21.1 10/06															
3	WKMG	10/02/12-10/07/12		CBS This Morning	7-9a		-TWThF----	:30	\$400.00		0.00	NM			
Ⓜ MG for 21.1 10/06															
E 22	WKMG	10/07/12	10/07/12	Sun 11p News after NFL Sun 11p News after NFL	CM	Late News	-----1	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----1	1		\$1,500.00		0.00						
E 23	WKMG	10/07/12	10/07/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----1	:30	1	\$240.00	P-3	0.00	NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----1	1		\$240.00		0.00						
E 24	WKMG	10/07/12	10/07/12	CBS Evening News CBS Eve News	CM	630-7p	-----1	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----1	1		\$900.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WKMG	10/01/12-10/07/12		CBS Evening News	630-7p		-----Su	:30	(\$900.00)		0.00	NM			
See MG 24.2 [Program not airing due to football]															
2	WKMG	10/02/12-10/05/12		News at 5p	5-530p		-TWThF----	:30	\$900.00		0.00	NM			
Ⓜ MG for 24.1 10/07															
E 25	WKMG	10/07/12	10/07/12		CM	7-8p	-----1	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00



WKMG

Print Date: 08/30/12

Page 4 of 4

Contract / Revision **254371** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 07/16/12/ 08/28/12

Order Sep 00:15:00

Advertiser **ISS/SEIU Cope**

Product **HOUSE MAJOR PAC SEIU** Estimate # **1439**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sun Prime 7-8p															
Sun 7-8p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----1	1		\$5,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	10/01/12-10/07/12		Sun Prime 7-8p		7-8p	-----Su	:30		<del>(\$5,000.00)</del>		0.00	NM		
See MG 25.2															
[oversold]															
2	WKMG	10/07/12-10/07/12		Sun Prime 10-11p		10-11p	-----Su	:30		\$5,000.00		0.00	NM		
Ⓜ MG for 25.1 10/07															
E 26	WKMG	10/07/12	10/07/12	CBS Sunday Morning	CM	9-1030a	-----2	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
CBS Sunday Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----2	2		\$1,800.00		0.00						
E 27	WKMG	10/02/12	10/02/12	Tue Prime 8p	CM	8-9p	-1-----	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
NCIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-1-----	1		\$8,000.00		0.00						
E 28	WKMG	10/02/12	10/02/12	Tue Prime 9p	CM	9-10p	-1-----	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
NCIS:LA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-1-----	1		\$8,000.00		0.00						
E 29	WKMG	10/03/12	10/03/12	Wed Prime 9p	CM	9-10p	--1----	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
Criminal Minds															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--1----	1		\$6,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	10/01/12-10/07/12		Wed Prime 9p		9-10p	--W-----	:30		<del>(\$6,000.00)</del>		0.00	NM		
See MG 29.2															
[First Presidential Debate 9-11p]															
2	WKMG	10/02/12-10/02/12		Tue Prime 10p		10-11p	-T-----	:30		\$6,000.00		0.00	NM		
Ⓜ MG for 29.1 10/03															
														Totals	93 \$94,265.00